



CASE STUDY

GYM SHARK

- 900 employees in 4 countries, UK, USA, Hong Kong and Mauritius
- Customers in over 230 countries across 14 online stores
- Using 1000 Compliance Genie licences
- Working with Be-Safe for over a year
- The Genie chosen for its agility and flexibility
- Gymshark loved bespoke nature of the App

www.gymshark.com

● ABOUT

Beginning in 2012 in a garage in Birmingham, Gymshark has grown its family of employees, athletes and followers fast, and now has customers in 230 countries with 14 online stores and with over 900 employees in offices across the globe.

● PROBLEM IDENTIFIED

Before introducing the award-winning Compliance Genie Gymshark was managing its safety by a combination of a paper-based processes (for things like accident, Display Screen Equipment (DSE) and new and expectant mothers) and a labour intensive copy and paste system (for things like risk assessments.) Both of these systems were no longer suitable for the company or sufficiently comprehensive for the company - and risked leaving gaps in their protection.

● SOLUTION

They needed a system that was simple, quick, agile and available at their staff's fingertips as Gymshark is a company staffed predominantly by social natives! The Health & Safety platform they were looking for needed to be versatile and one that supported the diverse nature of the business.

Considerations included retail, manufacturing, global events and production shoots along with normal office operations too.

Although it can seem low risk to many companies, DSE assessments were a high focus - with 100% of their staff working almost all of their day behind their screens. The flexibility of the Compliance Genie allowed Gymshark to build an appropriate training and assessment form to be built.

In addition, the risk assessment tool allows their mobile teams (Events and Production Shoots) to complete and own their risk assessments (after all the necessary training).

The Compliance Genie allows everyone to play an active and crucial part of safety management within Gymshark.

● WHAT THEY SAID

"This was a great company to work with - and they had a great approach to providing a Health & Safety compliance system.

The adaptability of the system is so good that you can make it truly bespoke - so you can populate it with what you want it to do and you don't have to fit your procedures to an inflexible out-of-the-box system."

Gems Horton, Safe and Sound Manager, Gymshark



be-safetech.com